



UNITED STATES  
DEPARTMENT OF AGRICULTURE  
Office of the Secretary  
Washington, D.C. 20250

NATIONAL FARMERS MARKET WEEK  
August 1-7, 2004

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By the Secretary of Agriculture of the United States of America

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A PROCLAMATION

**WHEREAS** farmers markets, nationwide, are important outlets for agricultural producers to increase marketing opportunities;

**WHEREAS** over 3,000 farmers markets across the country offer consumers farm-fresh, affordable, convenient, and healthy products such as: fruits, vegetables, cheeses, herbs, fish, flowers, baked goods, meats and much more;

**WHEREAS** farmers markets serve as integral links between urban, suburban, and rural communities, affording farmers and their customers the opportunity to interact;

**WHEREAS** the popularity of farmers markets continues to rise, as more and more consumers discover the joys of shopping for unique ingredients sold direct from the farm, and the pleasure of buying familiar products in their freshest possible state;

**WHEREAS** farmers markets support local anti-hunger initiatives, through which farmers donate unsold food and food products to programs that feed the needy;

**WHEREAS** the United States Department of Agriculture strongly supports and promotes the development and operation of farmers markets and other direct-to-consumer marketing activities for agricultural producers;

**NOW, THEREFORE**, I, Ann M. Veneman, Secretary of Agriculture of the United States of America, do hereby proclaim the week of August 1-7, 2004, National Farmers Market Week, to further the expansion and awareness of farmers markets and the contributions farmers make to daily life in America. I encourage all people of the United States to celebrate the benefits of farmers markets and the bountiful production of our Nation's farmers who, while providing for our needs, are among the best stewards of our land.

**IN WITNESS WHEREOF**, I have set my hand this 17th day of June 2004, the two hundred twenty-eighth year of Independence of the United States of America.

A handwritten signature in cursive script, reading "Ann M. Veneman", is positioned above the printed name and title.

ANN M. VENEMAN  
Secretary